



**THE INFLUENCES OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER
SATISFACTION AT TAKAFUL COMPANY IN MALACCA**

NORHAYU BINTI MOHD RAZALI

2012692808

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(INSURANCE)

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

MARCH 2015

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INSURANCE)

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA



DECLARATION OF ORIGINAL WORK

NORHAYU BINTI MOHD RAZALI, (I/C Number: 921222-03-5214)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: MARCH 2015

LETTER OF SUBMISSION

March 2015

The Head of Program,

Bachelor of Business Administration (Honours) in Insurance,

Faculty of Business Management,

University Technology Mara,

Bandaraya Melaka, Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER (BM221)

It is my pleasure that I present my thesis entitles "**THE INFLUENCES OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER SATISFACTION AT TAKAFUL COMPANY IN MALACCA**" for your kind evaluation as required by the Faculty of Business Management, UITM.

Your kindness in accepting the unbounded thesis is highly appreciated.

Thank you very much for your support and consideration that have been given for me to complete this project paper.

Yours sincerely,

NORHAYU BINTI MOHD RAZALI

2012692808

**Bachelor of Business Administration With
Honours (Insurance)**

ABSTRACT

The title of this research is “The Influences of Service Quality Dimension towards Customer Satisfaction at Takaful Company in Malacca”. The first purpose of this research is to examine the level of service quality that influences customer satisfaction at Takaful Company in Malacca. The study was guided by three factors which are reliability, responsiveness and empathy from the SERQUAL. The study used a descriptive survey design. The study employed descriptive analysis technique on both primary and secondary data. To collect primary data, a set of questionnaire were administered to the customers that are selected from the major Takaful Company in Malacca. The target population of study was the customer in the agencies of Takaful Company. The sample population for the study consisted of 63 respondents selected from the target population of respondents using convenient sampling. In order to complete this research, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those independent variables with customer satisfaction. The reliability test, frequency analysis, descriptive testing and Pearson’s Correlation coefficient testing was used for data analysis. From correlation testing, the results shown that two of the independent variables have a moderate relationship between customer satisfactions. For hypothesis, there are shown that two of the hypothesis which is reliability and responsiveness are supported.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vii - vii
LIST OF FIGURES	x
LIST OF TABLES	ix
ABSTRACT	vi
CHAPTER 1 INTRODUCTION	
1.1 BACKGROUND OF STUDY	1 - 6
1.2 SCOPE OF STUDY	7
1.3 PROBLEM STATEMENT	8 - 11
1.4 RESEARCH QUESTIONS	12
1.5 OBJECTIVES OF THE STUDY	12
1.6 SIGNIFICANCE OF STUDY	13
1.7 LIMITATION OF STUDY	14
1.8 DEFINITION OF TERM	15